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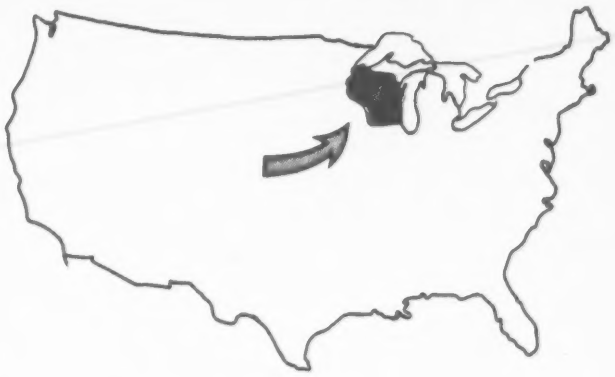
WISCONSIN ECONOMIC PROFILE

DEPARTMENT OF DEVELOPMENT • 123 WEST WASHINGTON AVENUE P.O. BOX 7970 • MADISON, WISCONSIN 53707

RANKING OF WISCONSIN AMONG 50 STATES

26th in TOTAL AREA	56,154 square miles
11th in INLAND WATER SURFACE	1,690 square miles
16th in TOTAL POPULATION (1980)	4,700,000
18th in PERSONAL INCOME (1981)	$47,579,000,000
12th in MANUFACTURING EMPLOYMENT (1981)	543,100
14th in CAPITAL EXPENDITURE FOR MFG. (1978)	$1,408,100,000
11th in VALUE ADDED BY MFG. (1978)	$18,813,900,000
11th in VALUE OF MFG. SHIPMENTS (1978)	$43,712,100,000
8th in AGRICULTURAL RECEIPTS (1981)	$4,900,000,000
9th in TRAVEL DESTINATION (1977)	18,225,000 person trips



POPULATION[1]

1980 population	4,705,767	% of U.S.	2.07[2]
1970 population	4,417.933	% of U.S.	2.15
1970-80 % change	6.5%	U.S.	11.0%

Net migration[3], 1970-80 10,000 in
Density, 1980 83.8 per sq. mi.; U.S. average 64.0

AGE COMPOSITION, 1980

Ages:	Male	Female	% Distribution Male Wis.	Male U.S.	Female Wis.	Female U.S.
0-19	791,324	759,279	34	34	32	31
20-44	850,171	851,858	37	38	36	36
45-64	430,270	458,668	19	19	19	20
65 & over	233,662	330,535	10	9	14	13
Total	2,305,427	2,400,340				
Median age 29.4				U.S. median		30.0

[1] Bureau of the Census, Census of Population and Housing, 1980 — Summary Tape File 1A.
[2] Bureau of the Census, Statistical Abstract of the U.S.
[3] Demographic Services Center, Components of Population Change for Urban Places in Wisconsin, 1970-80, March, 1982.

INCOME[4]

MEDIAN FAMILY INCOME 1979
State $20,977[5] U.S. $19,908
PERSONAL INCOME, 1981 ($1,000s)
State $47,579,000 % of U.S. 1.98
PER CAPITA PERSONAL INCOME
State $10,035 U.S. Avg. $10,491
Three largest income sources, 1981 ($1,000's):

Manufacturing	$11,863,000
Services	5,472,000
Government	4,631,000

[4] Department of Commerce, Bureau of Economic Analysis, Survey of Current Business
[5] Bureau of the Census, General Social and Economic Characteristics, 1979 — Summary Tape File 3.

EMPLOYMENT[6]

EMPLOYEES COVERED BY U.C., 3rd Quarter, 1981

	Employees (Sept.)	Average Weekly Wages	Number of Establishments
Total	1,903,100	$ 282.28	100,404
Major Groups:			
Construction	70,783	$ 384.23	11,786
Manufacturing	561,481	$ 368.29	8,502
Transp., Util.	83,479	$ 376.64	4,460
Wholesale trade	98,825	$ 347.08	9,410
Retail trade	340,416	$ 149.63	26,845
Finance, Ins., etc.	95,318	$ 269.81	7,967
Services	350,784	$ 222.23	26,079
Government	283,308*	$ 277.45	3,591

* As of April 1st to avoid seasonal fluctuation.
[6] Wisconsin Department of Industry, Labor and Human Relations, Employment and Wages, 3rd Quarter, 1981.

EMPLOYMENT BY PLACE OF WORK[7]

	1971	1979	1979 % Distr. WI	U.S.
Farm Proprietors	106,909	104,546	4.5	2.6
Nonfarm Proprietors	127,246	148,180	6.4	6.5
Wage & Salary Employment (major groups):				
Farm	46,000	55,000	2.4	1.2
Construction	64,843	80,584	3.5	4.3
Manufacturing	522,461	590,038	25.5	20.0
Transp., Util.	81,418	91,451	3.9	4.9
Wholesale trade	86,083	97,010	4.2	5.0
Retail trade	299,809	345,624	14.9	14.3
Finance, Ins., etc.	79,101	92,353	4.0	4.8
Services	322,219	375,984	16.2	17.9
Government	334,998	327,677	14.1	17.2
Total (Employment)	2,078,696	2,317,629	—	—

[7] Department of Commerce, Bureau of Economic Analysis, Employment by Type and Broad Industrial Sources.

RESOURCES

AGRICULTURE[8]

FARMLAND

	Number of Farms*	Land in Farms (acres)
1981	93,000	18,600,000
1980	93,000	18,600,000

% land in farms 1981	53	U.S.[9]	54
Avg. size of farms 1981	200 acres	U.S. avg.	431
Avg. cropland harvested per farm reporting any, 1978	110	U.S.	156
Average value per acre, land and buildings, 1981	$1,105	U.S. avg.	$788

* Sales of $1,000 or more for the year.

CASH RECEIPTS, 1980

Avg. per farm	$50,662	U.S. avg.	$56,724
Total (millions)	$4,712	% of U.S.	3.42

Major Groups	($1,000,000)	% of U.S.
Dairy products	2,761	16.63
Meat animals	813	2.00
Poultry & eggs	116	1.27
Field crops	584	0.85
All vegetables	222	3.26
Specialty crops	156	NA

[8] Wisconsin Agricultural Statistics, U.S. and Wisconsin Departments of Agriculture, cooperating.

[9] U.S. Department of Agriculture, Agricultural Statistics.

FORESTRY[10]

Area in forest (acres)	14,478,000		
% of land area	42%	U.S.	22%

Major species	Growing Stock (1,000 cu. ft.)	Sawlogs (1,000 bd. ft.)	1980[11] Timber Removals (1,000 cu. ft.)
Pine	1,454,700	4,701,200	40,355
Other softwoods	1,885,400	4,481,500	16,292
Oak	1,985,400	5,730,700	23,333
Maple (hard)	1,027,700	2,518,000	19,993
Aspen	2,300,100	2,551,000	81,685
Other hardwoods	3,912,400	7,301,200	53,488

[10] U.S. Forest Service, Forest Statistics of the U.S., 1977

[11] U.S. Forest Service Preliminary Data, 1980 Timber Drain Survey

MINERALS[12]

Non-fuel mineral production, 1981
(excludes oil, gas and uranium)
Value of product $156.3 million % of U.S. 0.6

Employment covered by Unemployment Compensation, June 1981
Annual average 2,186[13] % of U.S. .20[14]

[12] U.S. Bureau of Mines, Mineral Industry Surveys, 1981

[13] Wisconsin Department of Industry, Labor and Human Relations, Employment and Wages, 1st and 2nd Quarter, 1981

[14] Department of Labor, Bureau of Labor Statistics, Employment & Earnings.

TRADE AND SERVICE

RETAIL TRADE[17]

No. of establishments:* 1981	27,891[15]	1977	29,034
Sales (millions): 1981	$19,844	% of U.S.	1.87
1977	$14,930	% of U.S.	2.06
Sales per capita, 1981: State	$ 4,341	U.S. avg.	$4,598

Sales by kind of business, 1981	(millions)	% of U.S.
Gen. merchandise	$ 2,405	1.89
Foods	4,280	1.79
Automotive	3,220	1.70
Gas stations	2,096	2.02
Apparel	647	1.34
Home furnishings	880	1.88
Drug stores	564	1.63
Other Retail Sales	5,749	2.13
Eating & drinking		
Lumber, hardware, garden supply, mobile homes and other miscellaneous		

SERVICE INDUSTRIES[16]

No. of establishments with payroll*:[15] 1980 25,423
Total receipts, (millions) 1981 $846.6
Hotel, motels, recreation camps

No. of establishments with payroll*:	1980	998	1977	1,110
Receipts (millions)	1981	$472	% of U.S.	1.69[17]
	1977	$342	% of U.S.	1.86

Amusements, recreation services

No. of establishments with payroll*:	1980	1,229	1977	1,281
Receipts (millions)	1981	$375	% of U.S.	1.72
	1977	$277	% of U.S.	1.31

* These figures exclude sole proprietors of services.

[15] U.S. Bureau of the Census, County Business Patterns

[16] U.W.-Extension Recreational Resources Center, Gross Sales of Wisconsin's Hospitality-Recreation-Tourism Industry

[17] U.S. Bureau of the Census, Monthly Selected Services Receipt Report

Wisconsin — A Brief Economic Description

Wisconsin enjoys a stable economy. This stability is based upon a mature yet expanding manufacturing sector, a strong agricultural capability, and an important tourist and recreation industry.

One of the East North Central States, Wisconsin is strategically located in close proximity to both domestic and Canadian markets. Approximately 31 percent of the nation's population is within a 500 mile radius of Madison, the capital.

Wisconsin is second only to Minnesota in population growth over the last decade. Wisconsin has a greater portion of its workers engaged in manufacturing activities than the nation as a whole, and employs comparatively fewer state and federal workers.

Manufacturing is the dominant sector in Wisconsin's economy, providing 29 percent of all employment, and shipments estimated at more than $43 billion (1978)-almost 3 percent of the U.S. total. Foreign exports of manufactured goods are valued at over $2.2 billion (1977). Manufacturing provides over 500,000 jobs in Wisconsin. Between 1968 and 1978 manufacturing jobs grew faster in Wisconsin than in the U.S. as a whole and far outpaced the North Central states.

Evolution of the state's large manufacturing sector began in the 19th century in response to the growing needs in Midwestern forestry, mining and agriculture. Milwaukee emerged as the major center for the production of nonelectrical machinery. Today, this is the largest manufacturing industry in Wisconsin. The state leads the nation in production of small horse-powered gasoline engines, power cranes, shovel hoists, mining machinery and other types of industrial equipment. Other industry groups that have grown to prominence include electrical machinery and equipment, transportation equipment, fabricated metals, primary metals, paper and allied products, and food processing. Manufacturing activity is concentrated largely in the southeastern and east-central areas of the state. Machinery production is centered in Milwaukee, Waukesha, and Racine counties. Paper is the principal product of the region known as the Fox Valley in the upper part of this area.

Agriculture is a major component of Wisconsin's economy. Cash receipts from farm marketing totaled $4.9 billion in 1981.

Dairy products provide almost 60 percent of the income received by state farmers. Long known as "America's Dairyland," Wisconsin is the national leader in the production of milk, cheese, and many dry and condensed milk products. A second source of income, roughly 20 percent, is from the sale of cattle, calves, hogs, eggs, and other livestock and poultry. Wisconsin has a sizeable meat processing and packing industry. The third source of farm income is cash crops — including vegetables for processing. The state usually leads the nation in the production of sweet corn, green peas, snap beans, beets, and cabbage for kraut, is second in cranberries, and third in lima beans. The state is also a large producer of cucumbers for pickles, and potatoes. An important development in recent years is the increase in vegetable crops grown in the sandy soil in the central region of the state. This has been brought about by increased use of irrigation. Wisconsin is now the national leader in acreage devoted to vegetables for processing.

Besides its industry and farms, Wisconsin is popular as a vacation land. Endowed with many lakes, streams, forests and places of natural beauty and historic interest, the state is ideal for recreation and tourism. With the growing popularity of skiing and snowmobiling, outdoor recreation is a year-round activity. Approximately 10 million people visit the state annually. In 1977 Wisconsin ranked ninth in the number of trips taken to a specific state. In 1980 Wisconsin received approximately 12.7 million person-trips. All types of recreation, travel, and leisure time activities contribute significantly to Wisconsin's economy, accounting for well over $6.2 million in retail and service sales in 1981.

Nearly 15 million acres, 43 percent of the states land area, are classified as forests lands. The second growth woodlands, largely in the north, yield a variety of wood products. Wisconsin pulp and paper mills are the principal users of this resource. When grouped as a whole, forest-dependent industries — wood and wood products, furniture and fixtures, paper and allied products — are outranked in employment only by nonelectrical equipment manufacturers. Forest product industries are especially important to local communities in the northern counties.

The greater portion of mineral production is in sand, gravel and stone. In 1976, however, a massive sulfide deposit, estimated to be one of the ten largest in North America, was discovered in northeastern Wisconsin. The deposit contains large amounts of zinc and copper and lesser values of silver, gold and lead. This find will be developed during the 1980's, while several other recent discoveries of copper and zinc are planned for development around the turn of the century. All will contribute significantly to growth in Wisconsin's overall mineral output. Immense taconite reserves may be exploited in the future.

All industry relies heavily on the availability of cost-efficient means of transportation. The state has a well engineered and well maintained highway system from interstate freeways to its county trunk roads. It is served by several interstate railroads which connect all Wisconsin production areas with national resource and product markets. Though 2,000 miles from the Atlantic Ocean, Wisconsin is linked to international markets via the St. Lawrence Seaway. Among the state's many harbors are the major ports of Milwaukee on Lake Michigan and Duluth-Superior on Lake Superior. Mitchell Field at Milwaukee and Dane County Airport (Truax Field) at Madison are major airports. Service is available to most of the state's larger cities.

Though Wisconsin is well known for its manufactured and agricultural products, the majority — 68 percent — of its total employment is in nonmanufacturing and nonfarming activities, similar to the national trend. Rapid employment growth has occurred in services and finance. Government employment at all levels has also increased, but at a slower rate in Wisconsin than the national average.

MANUFACTURING

	1978[18]	1973[18]	1968[18]
No. of establishments[19]	8,085	7,331	7,518
Employees (1,000s)	561.8	532.8	514
% of U.S.	2.74	2.82	2.63
Total payroll (millions)	$ 8,457.9	$ 5,376.1	$ 3,811.1
% of U.S.	2.83	3.01	2.69
Avg. earnings/hr. prod. workers	$ 6.91	$ 4.54	$ 3.29
U.S. avg.	$ 6.37	$ 4.21	$ 3.11
Value added, mfg. (millions)	$18,813.9	$10,825.2	$ 7,514.7
% of U.S.	2.86	2.67	2.64
New mfg. capital expenditures (millions)	$ 1,408.1	$ 706.4	$ 461.9
% of U.S.	2.55	2.62	2.24
Value of shipments (millions)	$43,712.1	$25,161.6	$16,549.3
% of U.S.	2.87	NA	2.74

No. of Establishments, By Employment Size, March 1981[20]

	Under 20	20-49	50-99	100-249	250+
Food, beverages	631	212	109	82	43
Textiles, apparel, leather	160	48	34	46	17
Wood products, furniture	1,039	137	58	44	24
Paper, paper products	57	41	31	43	42
Chemicals, petrol., rubber & plastics	329	120	59	48	17
Metalworking, mach., transport. equip.	2,768	545	295	250	239
Printing & publishing	854	142	67	39	21
All other types	615	100	53	37	26
Total	6,452	1,345	706	589	429

Factory jobs per 1,000 population, March, 1981
State 113[21] U.S. avg. 88[22]

TEN LARGEST MANUFACTURING EMPLOYERS[23]

Name	Location(s)	Product or Business	Employment
General Motors Corp.	Janesville, Oak Creek, Milwaukee	Autos, trucks, parts, computers and guidance systems	11,500-11,999
Briggs & Stratton Corp.	Milwaukee	Internal combustion engines, auto locks, keys	7,000- 7,499
Allen-Bradley Co.	Cedarburg, Milwaukee, Richland Center	Electrical equipment, industrial controls	6,500- 6,999
J.I. Case Co.	Racine, Wausau, Winneconne	Tractors, construction and farm machinery	6,000- 6,499
Kohler Co.	Kohler	Plumbing fixtures and fittings, internal combustion engines, generators	5,000- 5,499
General Electric Co	Milwaukee, Waukesha	Medical, dental and laboratory equipment, financial and consultation services	5,000- 5,499
Ladish Co.	Cudahy, Kenosha	Forgings and rings, valves, fittings	5,000- 5,499
A.O. Smith Corp.	Milwaukee, Elkhorn	Farm machinery, water heaters, electric motors, auto frames, research	5,000- 5,499
American Can Co.	Neenah, Wausau, Green Bay, Milwaukee, Ashland	Pulp, paper products, metal containers, packaging	4,500- 4,999
Allis Chalmers Corp.	Milwaukee, Port Washington, Appleton	Tractors, pumps, mining machinery, electrical equipment	4,000- 4,499

FIVE LARGEST NONMANUFACTURING EMPLOYERS[23]
(Except Public Administration)

Name	Location(s)	Type of Business	Employment
University of Wisconsin-Madison (incl. Medical Center)	Madison	Education	17,000-17,999
Wisconsin Telephone Co.	Statewide	Utility	10,000-10,499
J.C. Penney Co.	Statewide	Department stores, mail order	7,500- 7,999
The Kohl Corp.	Statewide	Food stores	6,000- 6,499
Sears, Roebuck & Co.	Statewide	Department stores, mail order	5,500- 5,999

MANUFACTURING-ANALYSIS

Manufacturing is the dominant component of Wisconsin's well diversified economy. It generates over a quarter of the state's jobs and more than a third of all wage and salary income. Over half of Wisconsin's manufacturing work force is engaged in durable goods production. Major industry groups in this classification include nonelectrical machinery, electrical machinery and equipment, fabricated metals, transportation equipment, and primary metals. Food and kindred products, and paper and allied products are the largest groups in the nondurable goods category. The composition of Wisconsin's manufacturing sector is the basis of its strength. It consists of a number of major producers of large and complex machinery and equipment. These are supported amply by numerous producers of castings, metal fabrications and machining services. Manufacturing activity is concentrated in an 18 county area in the east central and southeastern counties of the state. Location trends during the past decade indicate a considerable development of manufacturing in the balance of the state's counties.

[18] U.S. Bureau of the Census, Annual Survey of Manufacturers
[19] U.S. Bureau of the Census, County Business Patterns
[20] U.S. Department of Labor, Employment & Earnings, March, 1982
[21] Wisconsin Department of Administration, Official Population Estimates for 1981
[22] Statistical Abstract of the U.S.
[23] Adapted from Department of Industry, Labor and Human Relations unemployment compensation data, 2nd Quarter, 1982. (Cyclical fluctuations in the economy may cause variations in these rankings.)

GOVERNMENT FINANCE[24]

1981

Property Taxes Levied (fiscal year)			
Total (millions)	$2,130.7	% of U.S.	3.1[25]
Per capita	$ 453	U.S. avg.	$302
Full value rate	.0216		

Property assessment — full value			
Total (millions)	$112,874	Per capita	$23,985
Manufacturing real estate (millions)			5,289

State shared taxes (1,000s)	$ 525,306	
State Aids	(1,000s)	
Payments to school districts	$ 907,801	
Health & Social Services	261,963	
Transportation	146,921	
Major state taxes	(1,000s)	% of U.S.
Personal income	$1,687,910	4.0
Corporate income	266,712	2.0
Sales and use	908,504	1.1

[24]Wisconsin Department of Revenue, Property Tax; Taxes, Aids and Shared Taxes; and Town, Village and City Taxes

[25]Statistical Abstract of the United States

POPULATION OF 20 MAJOR PLACES[26, 27]

	January 1, 1982	% Change 1970-82		January 1, 1982	% Change 1970-82
Milwaukee	629,254	-12.3	Waukesha	51,138	27.0
Madison	171,590	-1.0	Oshkosh	49,916	-6.2
Green Bay	89,401	1.8	La Crosse	48,479	-5.2
Racine	83,298	-12.5	Sheboygan	47,802	-1.4
Kenosha	76,783	-2.6	Fond du Lac	35,865	1.0
West Allis	64,627	-9.9	Beloit	34,051	-4.9
Appleton	59,909	4.8	Brookfield	33,761	5.0
Eau Claire	51,323	15.0	Manitowoc	32,654	-2.3
Wauwatosa	51,206	-12.7	Greenfield	32,009	31.1
Janesville	51,165	10.2	Wausau	31,622	-3.6

[26]Wisconsin Department of Administration, Official Population Estimates

[27]U.S. Bureau of the Census, Census of the Population

HOUSING

New housing units authorized by building permits,[28] 1978-81
State 92,735 % of U.S. 1.3

Median value of owner occupied units,[29] 1980
State $48,600 U.S. avg. $47,200

Average purchase price, single family home,[30] Sept., 1982
North Central U.S. $60,100 U.S. avg. $81,000

[28]U.S. Bureau of the Census, C-40 Construction Report, 1978-81

[29]Bureau of the Census, Census of Housing, 1980

[30]National Association of Realtors, Economic and Research Division, Existing Home Sales Report

CONSTRUCTION[31]

Building plans approved, 1978-1981:

	# plans	1,000 cu. ft.
Total (all categories)	8,213	3,011,566
Manufacturing	1,662	809,063
Commercial	2,669	900,426
Amusement & Recreation	235	67,370
Hotels, motels, etc.	141	51,758

[31]Wisconsin Department of Industry, Labor and Human Relations (This is the volume of building plans, and therefore greater than the volume of those plans approved.)

OUTDOOR RECREATION HIGHLIGHTS[32]

Total acreage 35,937,520; Great Lakes/Mississippi shoreline 820/230 miles.
Acreage of named lakes 970,869; Total number of lakes 14,927; Lakes with public access 3,295
Total public land designated for recreation use 5,069,595 acres; Federal— 1,647,803 acres; State— 924,590 acres; County— 2,275,590 acres; Other public areas 221,612 acres
WATER RELATED RECREATION AREAS AND FACILITIES
Canoe trails (no./mi.) 144/3,487; Canoe pick-up services 248; Swimming 1,500 areas
Fishing: Sample of fish caught—bass, perch, panfish, walleye, trout, northern, salmon, muskellunge, whitefish, chubs, smelt
Trout streams (no./mi.) 2,254/8,690; Smallmouth bass (no./mi.) 294/3,514
LAND RELATED RECREATION AREAS AND FACILITIES
Golfing 369 courses
Camping 51,748 sites
Major hiking trails 815 miles
Bicycling routes 10,000 miles
Snowmobiling trails open to public use 8,288 miles
Downhill skiing 53 areas, 269 runs
Cross country skiing 160 areas, 2,395 miles
Hunting 6,438,722 acres

[32]Wisconsin Department of Natural Resources, Bureau of Planning, State Comprehensive Outdoor Recreation Plan

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STATE OF WISCONSIN
SOCIO-ECONOMIC CHARACTERISTICS
WISCONSIN

1. POPULATION

1980	1970	% CHANGE
4705767	4417731	6.52

2. YEAR-ROUND HSG. UNITS - TOTAL

1980	1970	% CHANGE
1752969	1472466	19.05

3. VACANT-YEAR-ROUND HSG. UNITS

	NUMBER	PERCENT
TOTAL	100708	100.0
FOR RENT	27610	27.4
FOR SALE	15309	15.2
OTHER VAC	57789	57.4

4. RURAL POPULATION

1980	% OF POPULATION
1685035	35.8

5. RURAL HOUSING:

1930	% OF HOUSING
713503	38.3

SOURCE: 1980 CENSUS STF1 DATA
NOTE: COLUMNS MAY NOT SUM TO TOTAL, DUE TO SUPPRESSION

6. NUMBER OF FAMILIES

	NUMBER
TOTAL	1208094
MARRIED COUPLE FAMILY	1033597
OTHER FAMILY:	
MALE HEAD, NO SPOUSE	38293
FEMALE HEAD, NO SPOUSE	136204
AVERAGE FAMILY SIZE	3.31

7. PERSONS BY AGE AND SEX

	MALE		FEMALE	
	NUMBER	PERCENT	NUMBER	PERCENT
TOTAL	2305427	100.0	2400340	100.0
UNDER 5	178111	7.7	168829	7.0
5 TO 17	517385	22.4	493495	20.6
18 TO 44	945999	41.0	948813	39.5
45 TO 54	223162	9.7	229783	9.6
55 TO 64	207108	9.0	228885	9.5
65 & OVR	233662	10.1	330535	13.8
MEDIAN AGE	28.4		30.4	

8. MEAN VALUE (CONDOMINIUM & NONCONDOMINIUM)

NONCONDOMINUM:	NUMBER	MEAN VALUE
OCCUPIED BY OWNER	857344	$ 53105
VACANT-FOR SALE	11126	$ 52911
CONDOMINUM:		
OCCUPIED BY OWNER	10390	$ 58325
VACANT-FOR SALE	1123	$ 64563

9. MEAN CONTRACT RENT

	NUMBER	CONTRACT RENT
OCCUPIED BY RENTER	471693	$ 193
VACANT-FOR RENT	26420	$ 186

10. HOUSEHOLDS BY SIZE AND TENURE

	OWNERS		RENTERS	
	NUMBER	PERCENT	NUMBER	PERCENT
TOTAL	1127367	100.0	524894	100.0
1-PERSON	161583	14.3	209683	39.9
2-PERSON	360309	32.0	156934	29.9
3-PERSON	197626	17.5	74649	14.2
4-PERSON	212039	18.8	47545	9.1
5-PERSON	115215	10.2	20880	4.0
6 + OVER	80595	7.1	15203	2.9

11. HOUSEHOLDS WITH ONE OR MORE PERSONS:

	60 YRS & OVER	65 YRS & OVER
OWNER	NA	252965
RENTER	NA	99600
1-PERSON	186769	157589
2 & OVER-FAMILY	314139	224622
-NONFAMILY	8000	6320

12. HOUSEHOLDS WITH PERSONS UNDER 18 YRS OLD

	NUMBER	PERCENT
TOTAL	663960	100.0
MARRIED COUPLE FAMILY	552850	83.3
MALE HEAD, NO SPOUSE	15717	2.4
FEMALE HEAD, NO SPOUSE	91063	13.7
NON-FAMILY HHLD	4330	0.7

13. FEMALE HHLD HEADS

TOTAL	393933
% OF HHLDS	23.8
1-PERSON	227480
2 & OVER	136204
NON-FAMILY	30249

14. MEAN PERSONS PER OCCUPIED UNIT

TOTAL	2.77
OWNER	3.05
RENTER	2.18

STATE OF WISCONSIN
SOCIO-ECONOMIC CHARACTERISTICS
WISCONSIN

1. INCOME IN 1979

	HOUSEHOLDS	FAMILIES
LESS THAN $ 2500	50380	21696
$ 2500 TO $ 4999	131563	37069
$ 5000 TO $ 7499	132773	68651
$ 7500 TO $ 9999	126247	75218
$10000 TO $12499	130037	84657
$12500 TO $14999	118518	84405
$15000 TO $17499	129206	98717
$17500 TO $19999	120335	97499
$20000 TO $22499	126967	108175
$22500 TO $24999	103522	92141
$25000 TO $27499	97973	88351
$27500 TO $29999	73370	67174
$30000 TO $34999	113613	104935
$35000 TO $39999	68535	63796
$40000 TO $49999	68236	63572
$50000 TO $74999	44631	41336
$75000 OR MORE	18871	17631
MEDIAN	$ 17680	$ 20915
MEAN	$ 20382	$ 23462

2. MEAN HOUSEHOLD INCOME IN 1979 FOR OCCUPIED UNITS BY TENURE

OWNER OCCUPIED	$ 23396
RENTER OCCUPIED	$ 13701

3. WORKERS 16YRS AND OVER BY PLACE OF WORK (STATE/COUNTY LEVEL)

WORKED IN STATE OF RESIDENCE:	
IN COUNTY OF RESIDENCE	1596400
OUTSIDE COUNTY OF RESIDENCE	268598
WORKED OUTSIDE OF STATE	43726
NOT REPORTED	151412

SOURCE: 1980 CENSUS STF3 DATA
NOTE: SOME COLUMNS MAY NOT SUM TO TOTAL DUE TO SUPPRESSION

4. WORKERS 16YRS AND OVER WHO DID NOT WORK AT HOME BY TRAVEL TIME TO WORK

LESS THAN 5 MINUTES	123871
5 TO 9 MINUTES	365184
10 TO 14 MINUTES	400106
15 TO 19 MINUTES	355367
20 TO 29 MINUTES	374261
30 TO 44 MINUTES	226601
45 TO 59 MINUTES	59387
60 OR MORE MINUTES	51308
MEAN TRAVEL TIME TO WORK	17.1

5. FAMILIES AND NON FAMILY HOUSEHOLDERS BY POVERTY STATUS IN 1979 BY AGE OF HOUSEHOLDER

	FAMILIES	NONFAMILY HOUSE-HOLDERS
INCOME BELOW POVERTY LEVEL		
15 TO 64 YRS	67798	43872
65YRS AND OVER	9342	29476
INCOME BETWEEN 100 AND 124 PERCENT OF POVERTY LEVEL:		
15 TO 64YRS	26926	13528
65YRS AND OVER	9164	36716
INCOME 125 PERCENT OF POVERTY LEVEL AND ABOVE		
15 TO 64YRS	929730	220259
65YRS AND OVER	172063	95903

6. EMPLOYED PERSONS 16YRS AND OVER BY OCCUPATION

MANAGERIAL AND PROFESSIONAL SPECIALITY:	
EXECUTIVE,ADMIN,MANAGERIAL	187186
PROFESSIONAL SPECIALITY	237064
TECHNICAL,SALES,ADMINISTRATIVE SUPPORT:	
TECHNICIANS AND RELATED SUPPORT	61000
SALES	191172
ADMINISTRATIVE SUPPORT AND CLERICAL	327179
SERVICE OCCUPATIONS:	
PRIVATE HOUSEHOLD	8204
PROTECTIVE SERVICE	25419
SERVICE,EXCEPT PROTECTIVE AND HOUSEHOLD	263990
FARMING,FORESTRY AND FISHING:	116130
PRECISION PRODUCTION, CRAFT AND REPAIR:	255333
OPERATORS,FABRICATORS AND LABORERS:	
MACHINE OPERATORS, ASSEMBLERS AND INSPECTORS	253362
TRANSPORTATION AND MATERIAL MOVING	94190
HANDLERS,EQUIPMENT CLEANERS HELPERS,LABORS	94254

7. EMPLOYED PERSONS 16YRS AND OVER BY CLASS OF WORKER

PRIVATE WAGE AND SALARY WORKER	1610936
FEDERAL GOVERNMENT WORKER	40876
STATE GOVERNMENT WORKER	97958
LOCAL GOVERNMENT WORKER	184951
SELF-EMPLOYED WORKER	169940
UNPAID FAMILY WORKER	19912